

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 714482  
**Alt Order #:** 06320793  
**Product Desc:** FRIENDS OF C MACK  
**Estimate:** 483  
**Flight Dates:** 09/19/12 - 09/24/12  
**Original Date / Rev:** 09/18/12 / 09/18/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** McLaughlin & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mack, C/ R / Senate  
**Demographic:** A65+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/27/12   | 09/24/12 | 11      | \$3,910.00   | \$3,323.50 |

## Totals

| Month          | # Spots   | Gross Amount      | Net Amount        | Rating      |
|----------------|-----------|-------------------|-------------------|-------------|
| September 2012 | 11        | \$3,910.00        | \$3,323.50        | 0.00        |
| <b>Totals</b>  | <b>11</b> | <b>\$3,910.00</b> | <b>\$3,323.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|         | Share | Total       |
|---------|-------|-------------|
| WTLV-TV | 19%   | \$3,910.00  |
| Market  | 100%  | \$20,578.95 |

## Competitive Share

|       | Share | Total      |
|-------|-------|------------|
| CABLE | 0%    | \$0.00     |
| WAWS  | 0%    | \$0.00     |
| WCWJ  | 0%    | \$0.00     |
| WJXT  | 48%   | \$9,877.89 |
| WJXX  | 4%    | \$823.16   |
| WTEV  | 29%   | \$5,967.89 |

*new*

| Ln  | Ch   | Start             | End             | Inventory Code                | Break             | Start/End Time             | Days        | Len | Spots         | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|------|-------------------|-----------------|-------------------------------|-------------------|----------------------------|-------------|-----|---------------|----------|-----|------|------|-------|----------|
| E 1 | WTLV | 09/24/12          | 09/24/12        | Today Show<br>M-F 7-9am       | CM                | 7a-9a<br>(7:00 AM-8:00 AM) | M-----      | :30 | 1             | \$375.00 | P-3 | 0.00 | NM   | 1     | \$375.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               | <u>Spots/Week</u> |                            | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |
|     |      | Week: 09/24/12    | 09/30/12        | M-----                        | 1                 |                            | \$375.00    |     | 0.00          |          |     |      |      |       |          |
| E 2 | WTLV | 09/19/12          | 09/21/12        | Today Show<br>M-F 7-9am       | CM                | 7a-9a<br>(7:00 AM-8:00 AM) | --WTF--     | :30 | 2             | \$375.00 | P-3 | 0.00 | NM   | 2     | \$750.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               | <u>Spots/Week</u> |                            | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |
|     |      | Week: 09/17/12    | 09/23/12        | --WTF--                       | 2                 |                            | \$375.00    |     | 0.00          |          |     |      |      |       |          |
| E 3 | WTLV | 09/24/12          | 09/24/12        | M-F 12-1230p<br>FCN Noon News | CM                | M-F 12p-12:30p             | M-----      | :30 | 1             | \$80.00  | P-3 | 0.00 | NM   | 1     | \$80.00  |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               | <u>Spots/Week</u> |                            | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |       |          |
|     |      | Week: 09/24/12    | 09/30/12        | M-----                        | 1                 |                            | \$80.00     |     | 0.00          |          |     |      |      |       |          |

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Advertiser: Mack,C/ R / Senate  
Product Desc: FRIENDS OF C MACK  
Estimate: 483  
WTLV-TV

| Ln  | Ch   | Start             | End             | Inventory Code                | Break | Start/End Time                  | Days    | Len | Spots       | Rate     | Pri | Rtg           | Type   | Spots | Amount     |
|-----|------|-------------------|-----------------|-------------------------------|-------|---------------------------------|---------|-----|-------------|----------|-----|---------------|--------|-------|------------|
| E 4 | WTLV | 09/19/12          | 09/19/12        | M-F 12-1230p<br>FCN Noon News | CM    | M-F 12p-12:30p                  | --W---- | :30 | 1           | \$80.00  | P-3 | 0.00          | NM     | 1     | \$80.00    |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>               |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |       |            |
|     |      | Week: 09/17/12    | 09/23/12        | --W----                       |       | 1                               |         |     | \$80.00     |          |     | 0.00          |        |       |            |
| E 5 | WTLV | 09/24/12          | 09/24/12        | M-F 5-530p<br>M-F 5-530pm     | CM    | M-F 5p-5:30p                    | M-----  | :30 | 1           | \$475.00 | P-3 | 0.00          | NM     | 1     | \$475.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>               |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |       |            |
|     |      | Week: 09/24/12    | 09/30/12        | M-----                        |       | 1                               |         |     | \$475.00    |          |     | 0.00          |        |       |            |
| E 6 | WTLV | 09/19/12          | 09/20/12        | M-F 5-530p<br>M-F 5-530pm     | CM    | M-F 5p-5:30p                    | --WT--- | :30 | 2           | \$475.00 | P-3 | 0.00          | NM     | 2     | \$950.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>               |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |       |            |
|     |      | Week: 09/17/12    | 09/23/12        | --WT---                       |       | 2                               |         |     | \$475.00    |          |     | 0.00          |        |       |            |
| E 7 | WTLV | 09/24/12          | 09/24/12        | LN (M-Su)<br>Late News (M-Su) | CM    | 11-1135p                        | M-----  | :30 | 1           | \$400.00 | P-3 | 0.00          | NM     | 1     | \$400.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>               |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |       |            |
|     |      | Week: 09/24/12    | 09/30/12        | M-----                        |       | 1                               |         |     | \$400.00    |          |     | 0.00          |        |       |            |
| E 8 | WTLV | 09/19/12          | 09/20/12        | LN (M-Su)<br>Late News (M-Su) | CM    | 11-1135p<br>(11:00 PM-11:30 PM) | --WT--- | :30 | 2           | \$400.00 | P-3 | 0.00          | NM     | 2     | \$800.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>               |       | <u>Spots/Week</u>               |         |     | <u>Rate</u> |          |     | <u>Rating</u> |        |       |            |
|     |      | Week: 09/17/12    | 09/23/12        | --WT---                       |       | 2                               |         |     | \$400.00    |          |     | 0.00          |        |       |            |
|     |      |                   |                 |                               |       |                                 |         |     |             |          |     |               | Totals | 11    | \$3,910.00 |